



THERE'S SHOWMANSHIP ACTION ALONG THE

A WARNER BROS. HIT with
BRENDA MARSHALL · ARTHUR KENNEDY
 OLYMPE BRADNA · WILLIAM LUNDIGAN · SLIM SUMMERVILLE Directed by WM. McGANN
From a Play by Leon Abrams and George Abbott · Screen Play by Allen Rivkin, Charles Kenyon, Kenneth Gamet · A Warner Bros. First National Picture

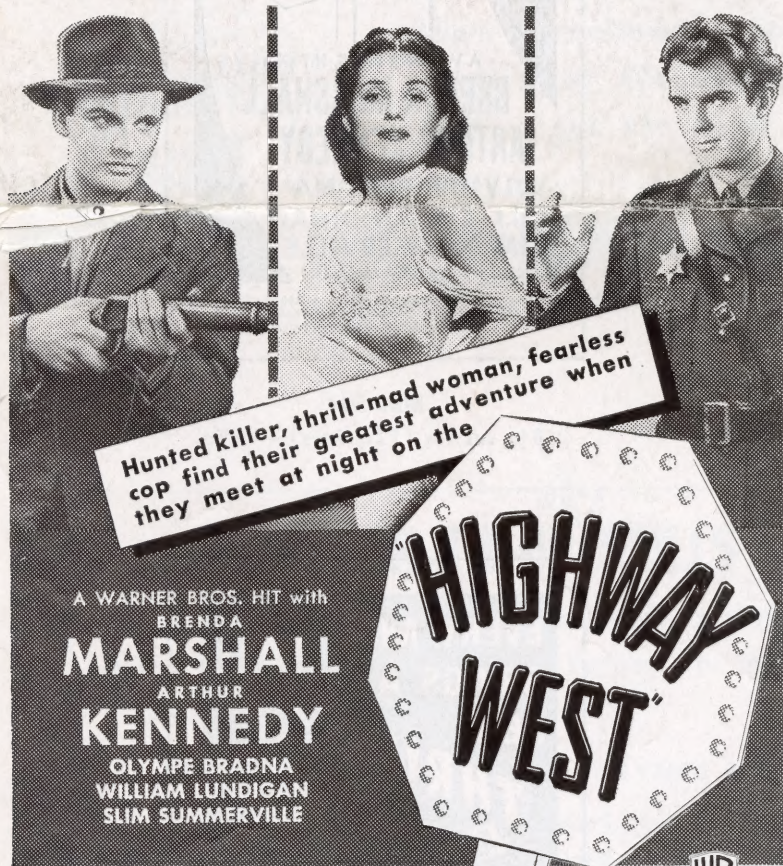


—with

ACTION ADS

(Pages 2 and 3)

**WHEN FATE CROSSED THEIR TRAILS
IT DOUBLE-CROSSED THEIR LIVES!**



Directed by WILLIAM McGANN · From a Play by Leon Abrams and George Abbott
 Screen Play by Allen Rivkin, Charles Kenyon, Kenneth Gamet · A Warner Bros. First Nat'l Picture

Mat 204 — 5½ inches x 2 columns (150 lines) — 30c



—with

POSTERS

(Back Page)



SIX-SHEET

Rental: 48c Each

(Use it for cutouts and lobby displays)



—with

PUBLICITY

(Page 4)

Thrilling Film Adventure on Strand Theatre's 'Highway West'

One of the season's most exciting, fast-paced action crime dramas is coming to the Strand Theatre next Friday. It's Warner Bros.' new film, "Highway West," starring Brenda Marshall, and Arthur Kennedy and featuring Olympe Bradna and William Lundigan.

Brenda Marshall, whose star has risen high in the Hollywood scene on the strength of the several excellent performances she has given in the short time she has been in films, has a fine opportunity to show her talent in the new picture. And

Arthur Kennedy, shows his versatility as an outright gangster, after his role in "City For Conquest."

The film's story tells of a young bride, Brenda Marshall, who discovers that her husband, Arthur Kennedy, is a bank robber. She is forced to go through a harrowing experience with him, during which he murders two policemen.

William McGann directed the screenplay, which was written by Charles Kenyon, Allen Rivkin and Kenneth Gamet from a play by Leon Abrams and George Abbott.



—with

EXPLOITATION

(Page 5)

MANHUNT FOR KILLER ON 'HIGHWAY WEST'

With local newspaper cooperation, arrange for a young man and a girl in a flashy roadster to ride down main street, in a westerly direction if possible, several times daily at busiest hours. Newspaper announces in advance that "killer and his girl" will drive through at "Highway West" and prints a "Police Report" blank, with such questions as "How many in car"; "License number"; "Exact time car passed certain point"; and similar questions to complete identification. Most accurate reports get guest tickets.

THRILL-MAD WOMAN!
Escaping her past...
scorning her future!

HUNTED KILLER!
Cops on his trail...
a price on his head!

FEARLESS COP!
Laughing at bullets...
defying deadly odds!

THEY
ALL TRAVEL
THE
THRILL-ROAD
ON THE...

**HIGHWAY
WEST**
...where Adventure begins!

A WARNER BROS. HIT
with **BRENDA
MARSHALL**
**ARTHUR
KENNEDY**
OLYMPE BRADNA • WILLIAM LUNDIGAN • SLIM SUMMERVILLE
Directed by William McGANN
A Warner Bros.-First National Picture
From a Play by Leon Abrams and George Abbott • Screen Play by Allen Rivkin, Charles Kenyon and Kenneth Gamet

Mat 203 — 7¼ inches x 2 columns (204 lines) — 30c

**"I'd Rather Put a
Bullet Through
Your Heart...Than
Let Another Man
Have You!"**

That's only
one of the
THRILLS
you'll find on the

**HIGHWAY
WEST**
...the road to Adventure!

A WARNER BROS. HIT with
**BRENDA MARSHALL
ARTHUR KENNEDY**
OLYMPE BRADNA
WILLIAM LUNDIGAN
SLIM SUMMERVILLE
Directed by WILLIAM McGANN
From a Play by Leon Abrams and George Abbott • Screen
Play by Allen Rivkin, Charles Kenyon and Kenneth Gamet.
A Warner Bros.-First National Picture

Mat 104
8¼ inches (116 lines) — 15c

**Adventure Ahead!
EXCITEMENT AHEAD!
THRILLS AHEAD!**

**HIGHWAY
WEST**

A WARNER BROS. HIT with
**BRENDA MARSHALL • ARTHUR
KENNEDY**
OLYMPE BRADNA • WILLIAM LUNDIGAN • SLIM SUMMERVILLE
Directed by William McGANN • A Warner Bros.-First National Picture
From a Play by Leon Abrams and George Abbott • Screen
Play by Allen Rivkin, Charles Kenyon and Kenneth Gamet

Mat 202 — 5¾ inches x 2 columns (160 lines) — 30c

**EVERY MILE
BRINGS A
NEW
THRILL
ALONG THE**

**HIGHWAY
WEST**

Where
Adventure
Begins!

A WARNER BROS. HIT with
**BRENDA MARSHALL
ARTHUR KENNEDY**
Olympe BRADNA • Wm. LUNDIGAN • Slim SUMMERVILLE
Directed by WILLIAM McGANN
From a Play by Leon Abrams and George Abbott • Screen
Play by Allen Rivkin, Charles Kenyon and Kenneth Gamet
A Warner Bros.-First National Picture

Mat 105
4¾ inches (66 lines) — 15c

EVERY MILE BRINGS A NEW THRILL!



A WARNER BROS. HIT with
BRENDA MARSHALL | **ARTHUR KENNEDY**
 OLYMPE BRADNA • WILLIAM LUNDIGAN • SLIM SUMMERVILLE Directed by WM. McGANN
From a Play by Leon Abrams and George Abbott • Screen Play by Allen Rivkin, Charles Kenyon, Kenneth Gamet • A Warner Bros.-First National Picture

Mat 207 — 2½ inches x 2 columns (72 lines) — 30c

A Woman with a
PRICE TAG ON HER HEART!

A Man with a
PRICE ON HIS HEAD!



A WARNER BROS. HIT with
BRENDA MARSHALL
ARTHUR KENNEDY
 OLYMPE BRADNA
 WILLIAM LUNDIGAN
 SLIM SUMMERVILLE
 Directed by WILLIAM McGANN
From a Play by Leon Abrams and George Abbott • Screen Play by Allen Rivkin, Charles Kenyon, Kenneth Gamet • A Warner Bros.-First National Picture

Mat 205 — 5½ inches x 2 columns (158 lines) — 30c

→
TWO ADS
 ↓ **ON ONE MAT**
 ↓ **Mat 108-15c**

ADVENTURE AHEAD!



A WARNER BROS. HIT
 with **BRENDA MARSHALL**
ARTHUR KENNEDY
 OLYMPE BRADNA
 WILLIAM LUNDIGAN
 SLIM SUMMERVILLE
 Directed by WILLIAM McGANN • From a Play by Leon Abrams and George Abbott
Screen Play by Allen Rivkin, Charles Kenyon, Kenneth Gamet • A Warner Bros.-First National Picture

IT'S THE THRILL-ROAD!



A WARNER BROS. HIT with
BRENDA MARSHALL • ARTHUR KENNEDY
 Olympe BRADNA • William LUNDIGAN • Slim SUMMERVILLE
 Directed by WILLIAM McGANN
From a Play by Leon Abrams and George Abbott • Screen Play by Allen Rivkin, Charles Kenyon and Kenneth Gamet • A Warner Bros.-First National Picture

EXCITEMENT EVERY INCH OF THE WAY!

"HIGHWAY WEST"

A WARNER BROS. HIT with
BRENDA MARSHALL • ARTHUR KENNEDY
 OLYMPE BRADNA • WILLIAM LUNDIGAN • SLIM SUMMERVILLE Directed by WM. McGANN
From a Play by Leon Abrams and George Abbott • Screen Play by Allen Rivkin, Charles Kenyon, Kenneth Gamet • A Warner Bros.-First National Picture

Mat 206 — 1½ inches x 2 columns (40 lines) — 30c



with **BRENDA MARSHALL**
ARTHUR KENNEDY
 OLYMPE BRADNA • WILLIAM LUNDIGAN • SLIM SUMMERVILLE
 A WARNER BROS. HIT
 Directed by WILLIAM McGANN • From a Play by Leon Abrams and George Abbott
Screen Play by Allen Rivkin, Charles Kenyon, Kenneth Gamet • A Warner Bros.-First National Picture

Mat 106
 3 inches (42 lines) — 15c

OFFICIAL BILLING	
WARNER BROS.	40%
Pictures, Inc. Presents	5%
"HIGHWAY WEST"	100%
From a Play by Leon Abrams and George Abbott	3%
(Note: The names of Abrams & Abbott must be in the same size & style lettering as Screen Play Authorship Credits below).	
with	
BRENDA MARSHALL — ARTHUR KENNEDY	60%
OLYMPE BRADNA — WILLIAM LUNDIGAN	40%
SLIM SUMMERVILLE	40%
Directed by WILLIAM McGANN	15%
Screen Play by Allen Rivkin, Charles Kenyon, Kenneth Gamet	3%
A Warner Bros.-First National Picture	5%

HIGH-SPEED Excitement!
HIGH-TENSION Thrills!



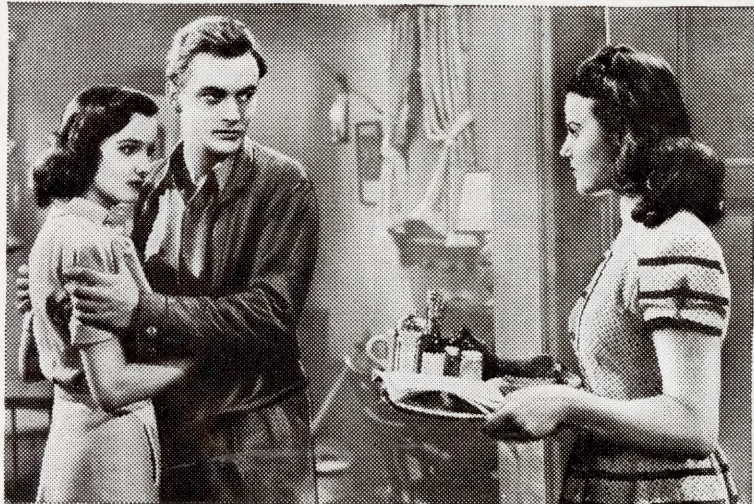
A WARNER BROS. HIT
 with **BRENDA MARSHALL**
ARTHUR KENNEDY
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 Directed by Wm. McGANN
From a Play by Leon Abrams and George Abbott • Screen Play by Allen Rivkin, Charles Kenyon, Kenneth Gamet • A Warner Bros.-First National Picture

Mat 107
 3½ inches (51 lines) — 15c

Warners' Trailer Puts You on the Right Road

PUBLICITY

HIGH SPEED DRAMA



Mat 201 — 30c

"HIGHWAY WEST" is the thrilling new Warner Bros. crime-drama starring Brenda Marshall, Arthur Kennedy and Olympe Bradna, which opens at the Strand Theatre next Friday.

(Opening Day Story)

Daring Crime Drama Hits Strand Today

A crime drama with new twists and a fresh treatment is Warner Bros.' "Highway West," starring Brenda Marshall and Arthur Kennedy, which opens at the Strand Theatre today.

The fast-paced film's stars are wood. Both Kennedy and Miss Marshall are from Broadway, and have had remarkable success in their recent work in films. And heading the important supporting cast are lovely Olympe Bradna, William Lundigan and Slim Summerville.

Miss Marshall's role is that of a young bride who is shocked to discover that her husband, played by Kennedy, is a bank robber. He is apprehended while doing a big job and sent to the penitentiary. Brenda, not letting anyone know of her marriage, opens an auto court with her young sister, played by Olympe Bradna. William Lundigan falls in love with Brenda and all is cheerful until Kennedy appears, having broken out of jail.

Forced to harbor Kennedy until he is safe because of his threats to divulge their association, Brenda puts up with him. But when she finds cause to fear the relationship between her sister and Kennedy, she simulates returning love for her husband. He then wants to take her away. To facilitate this he stages his last holdup. It's an exciting episode, and Lundigan comes to the fore to straighten everything out.

William McGann directed the screenplay, which was written by Charles Kenyon, Allen Rivkin and Kenneth Gamet, from a play by Leon Abrams and George Abbott.

SYNOPSIS

(Not for publication)

Six months after Claire Foster (Brenda Marshall) marries George (Arthur Kennedy), she starts to suspect his frequent trips and strange behavior. On one of these frenzied trips she switches on the radio to discover George Foster is wanted by the police for bank robbery. In an exciting battle she sees George shoot two policemen. He is sent to the penitentiary. Three years later Claire is operating an automobile court with her sister Myra (Olympe Bradna). No one knows of Claire's marriage, even her young admirer Dave Warren (William Lundigan). George breaks from the penitentiary, finds Claire, and soon is making love to Myra. To save the girl, Claire simulates returning love for her husband. George then stages another hold-up. Dave captures him.

ACTION-THRILLER WITH STAR CAST NOW AT STRAND

"Highway West," a new action-packed Warner Bros. film of high romance and danger is now being shown at the Strand Theatre. Lovely Brenda Marshall, the screen's newest star appears opposite Arthur Kennedy, the young actor who received wide acclaim for his performance as James Cagney's kid brother in "City For Conquest."

Miss Marshall is seen as the innocent wife of a ruthless killer. After he is penalized she begins a new life, but her unhappy past continues to haunt her. Her worst fears are realized when her husband, now an escaped convict, returns to haunt her. He forces her to hide him, terrorizes the household, and tries to make love to his young sister-in-law. In desperation, the wife feigns a renewed interest in him, and after his eventual capture returns to the peace and security she deserves.

The important supporting cast includes Olympe Bradna, William Lundigan and Slim Summerville. William McGann directed the screenplay, by Charles Kenyon, Allen Rivkin and Kenneth Gamet, from a play by Leon Abrams and George Abbott.

In Thrill-Film



Mat 103 — 15c

BRENDA MARSHALL and ARTHUR KENNEDY star in Warner's exciting "Highway West," at the Strand Friday.

Longest Film Chase

The entire company of "Highway West," including principals Brenda Marshall, Arthur Kennedy, Olympe Bradna and William Lundigan, traveled to Southern California's Big Tujunga Dam for four days' shooting during the Warner film's production. Here, one of the longest film chases ever recorded was made. The hair pin turns of the vicinity were villains of the piece, which will be shown at the Strand starting its local run this coming Friday.

PRODUCTION

Directed by William McGann

Screen Play by Allen Rivkin, Charles Kenyon and Kenneth Gamet; From a Play by Leon Abrams and George Abbott; Director of Photography, Ted McCord, A.S.C.; Art Director, Esdras Hartley; Dialogue Director, Hugh MacMullan; Film Editor, Jack Killifer; Sound by Stanley Jones; Gowns by Damon Giffard; Makeup Artist, Perc Westmore; Special Effects by Robert Burks, A.S.C.

Running Time . . . 63 Minutes

(Review)

'Highway West' Packs Plenty of Power at Strand

Last night's Strand audience thrilled to "Highway West," a spine-tingling adventure story, brilliantly acted, thrillingly told, and capably directed. For sheer excitement, the new Warner Bros. film ranks as one of the best of its type this season.

The film tells the love story of a young couple on Highway West for their second honeymoon. The lovely and trusting wife, played by Brenda Marshall, realizes too late that her husband, portrayed by Arthur Kennedy, is a notorious bandit. After his apprehension by police, the disillusioned girl opens an auto court on the Highway. But her new-found happiness is short-lived.

The husband that betrayed her returns to haunt and threaten her security. He has escaped from prison and forces her to hide him out from the police. In addition he makes

a play for her younger sister, portrayed by Olympe Bradna, discourages a new suitor, and plans a daring hold-up. Only in the thrilling climax is this menace eliminated, leaving his wife, her sister, and the suitor to begin their lives all over again.

Brenda Marshall handles the leading role with poise and assurance. Arthur Kennedy gives power and credence to the unsympathetic yet dynamic role of the criminal-husband. Olympe Bradna lends her dainty Gallic beauty as the infatuated younger sister, while William Lundigan is personable and likeable as the earnest suitor.

Action-packed "Highway West" was directed by William McGann from a screenplay by Charles Kenyon, Allen Rivkin and Kenneth Gamet, adapted from a play by Leon Abrams and George Abbott.

STRAND'S NEXT IS THRILLING CRIME-DRAMA

TROUPE FILMING STRAND DRAMA IS STYMIED

"Highway West," a thrilling new adventure film, comes to the Strand Theatre on Friday. Brenda Marshall, lovely brunette heroine of "The Sea Hawk" and "Footsteps In The Dark" appears opposite Arthur Kennedy, popular new leading man.

Echoing the screeching brakes and whirlwind pace of the cars that swarm Highway West itself, the new film is calculated to thrill the most hardened action fan. The story deals with a hardened criminal who conceals his past from his wife. After a series of daring hold-ups he is sentenced to prison for life. He escapes and returns to terrorize his wife. In a spine-tingling climax he is eliminated, leaving the girl and her sweetheart to begin new lives together.

The talented supporting cast includes Olympe Bradna, William Lundigan and Slim Summerville. William McGann directed and Charles Kenyon, Allen Rivkin and Kenneth Gamet wrote the screenplay, from a play by Leon Abrams and George Abbott.

Almost everything that could happen to a location crew happened to a company which went to Big Tujunga Canyon to film scenes for Warner Bros. "Highway West," opening at the Strand Friday, according to the report turned in by Assistant Director Elmer Decker.

Item No. 1 reads: "Cowbells in vicinity ruining sound track. Sent four men to round up all belled cows and drive to other grazings."

Item No. 2: "Bee ranch in vicinity. Bees sound like Stuka Bombers. H. Ferry, beeman, arrived and cleared area for shooting."

Item No. 3: "Local speed artists driving into camera focus will kill themselves unless extra policemen are set up to re-route them, L. A. police contributed two retired police; put on our payroll for duration."

A grand climax and conclusion was reached with Item No. 4: "Shooting on location discontinued at 11:15 A.M. because of rain of cloudburst proportions. Believed advisable by Director McGann because location is on site where big flood of few years ago occurred."

FINE ACTRESS RATES TOP ROLE IN STRAND FILM

Brenda Marshall stars in "Highway West," the new Warner Bros. film coming to the Strand Theatre on Friday. The lovely brunette who leaped from the comparative obscurity of small roles with the Federal Theatre to leading parts opposite Errol Flynn, essays the stellar role of a woman who discovers that she is married to a dangerous criminal.



Mat 101 — 15c
Brenda Marshall

She keeps this knowledge to herself and when her husband, played by Arthur Kennedy, is sent to prison, she decides to start life anew. To her dismay, she discovers that the past has a way of intruding on the present and he returns just when she hopes that he and everything connected with him has gone forever.

Olympe Bradna, William Lundigan and Slim Summerville head an impressive list of players.

VERSATILE STAR IN EXCITING STRAND FILM

Arthur Kennedy made his Warner Bros. debut as a dreamy-eyed, piano-playing young brother of James Cagney in "City For Conquest."

Today, in six stages of easy transition, he has become a whiskey-drinking, bank-robbing, guard-killing young heel in "Highway West," the Warner film opening Friday at the Strand.

After his role with Cagney, Arthur was given his hardening around the edges in "Knockout," in which he played a prize fighter who fell for the wrong girl and left his good wife. Picture number three found him tasting blood in "Strange Alibi." In "High Sierra" Kennedy was well on his way to his ultimate success as an assistant bad guy to Humphrey Bogart. In "Bad Men of Missouri" he turned "bad" nobly. Now, he's just plain bad.

EXPLOITATION

THERE'S ACTION ON THE HIGHWAYS!

There's plenty of action, color and romance along the highways. Take advantage of this by running an amateur photography contest. All contestants submit photos of shots taken along the highways. Most unusual and most interesting shots win guest tickets. Contact local newspapers and photographer for their cooperation.

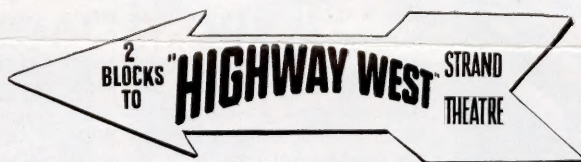
HIGHWAY ADVENTURE CONTEST

Many an exciting adventure has taken place along the highways of every city. Capitalize on this fact by running in cooperation with local newspaper, or on back of program, a contest offering tickets to contestants who send in best true story on "My Adventure Along The Highways."

SHOW 'EM THE WAY



You've probably thought of these directional arrows and route signs. Go ahead, we say. You've got the right picture!



DEALER TIE-UP STILLS

Spot these tie-up stills in windows of all local merchants. Order "HW Tie-up Stills"—90c for set, 10c individually — from Campaign Plan Editor.

BRENDA MARSHALL	OLYMPE BRADNA
Gruen Watch.....BM 633	Lucien Lelong Perfume OB Pub H
Charbert Perfums BM Pub A 176	Volupte CompactOB Pub G
R.C.A. Victrola & Radio	
BM Pub A 175	HIGHWAY WEST
WILLIAM LUNDIGAN	American Thermos Bottle HW 28
Evening ClothesWL 12	R.C.A. Pushbutton Radio HW 35
Byer-Rolnick HatWL 16	

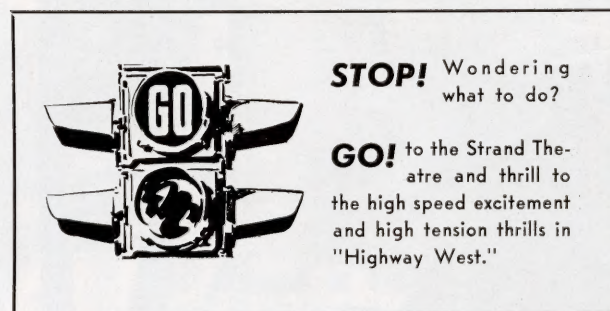
LOBBY DISPLAY

Build miniature highway in lobby with toy autos on blow-up of local map. Surround with action stills plus copy stressing the thrills and adventure found along "Highway West."



THROWAWAY TO GET ATTENTION

This is an easy one to make up. Pick up the traffic light illustration below.



ACTION IN YOUR LOBBY

Use cutout of Kennedy with gun in hand. Mount and stand in lobby. Copy beneath cut-out reads: This notorious gangster was captured on Highway West! Invite kids to try their hand at capturing this gangster by letting them shoot at display with suction-cap bullets. Guest tickets are awarded to those kids that hit the bulls-eye.

SAFETY CAMPAIGN

How about a safety campaign tying in with "Highway West?" Contact local chief of police and have him endorse this Safety Campaign.

WHEN DRIVING ALONG THE HIGHWAY:

- Don't exceed the established speed limit.
- Don't try to pass a car on a hill.
- If you drive, don't drink; if you drink, don't drive.
- Always come to a full stop before turning into a main thoroughfare.
- Obey all traffic lights, don't try to sneak across on the yellow light.
- Slow up when you come to schools.
- See "Highway West" at the Strand Theatre and you'll know why the above rules are so important.

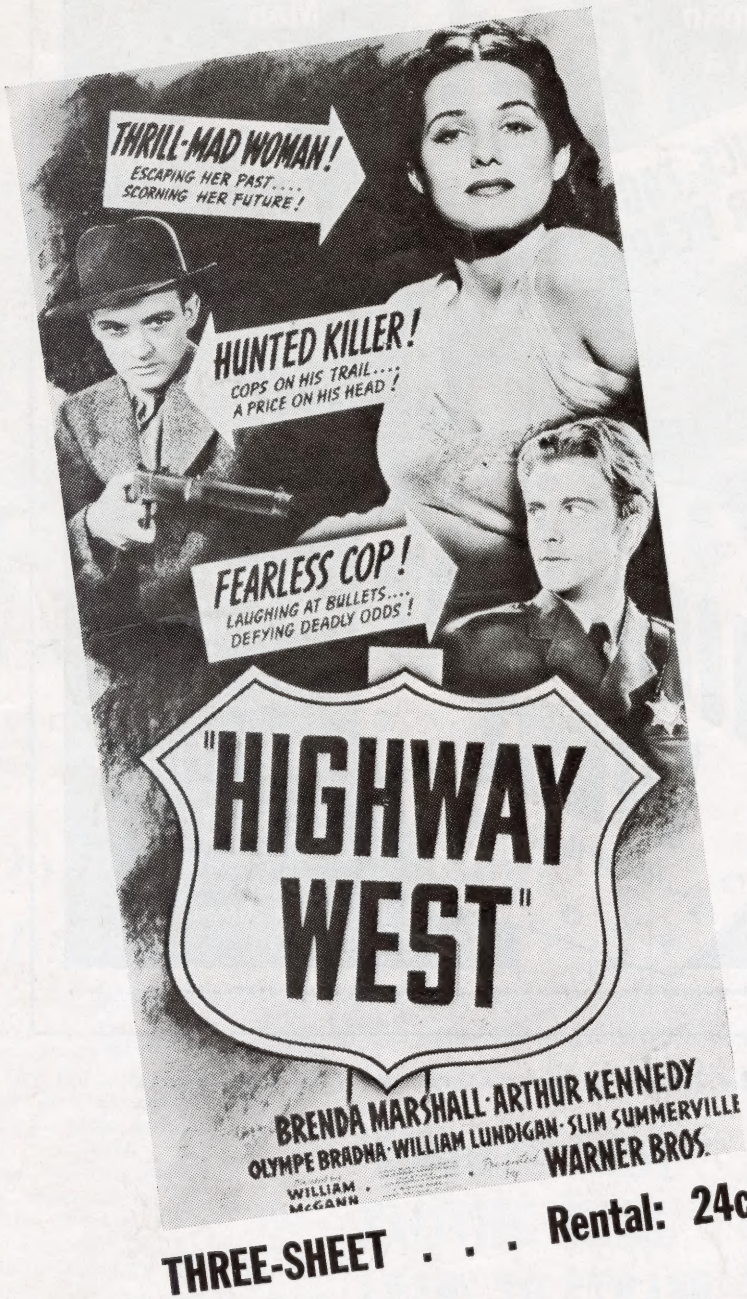
"HIGHWAY WEST" FOR HIGHWAY'S BEST

Station usher on local highway to take down the license numbers of the most careful drivers on the highway. License numbers may be published in local newspaper and displayed in your lobby. The owners are presented with guest tickets to see "Highway West."

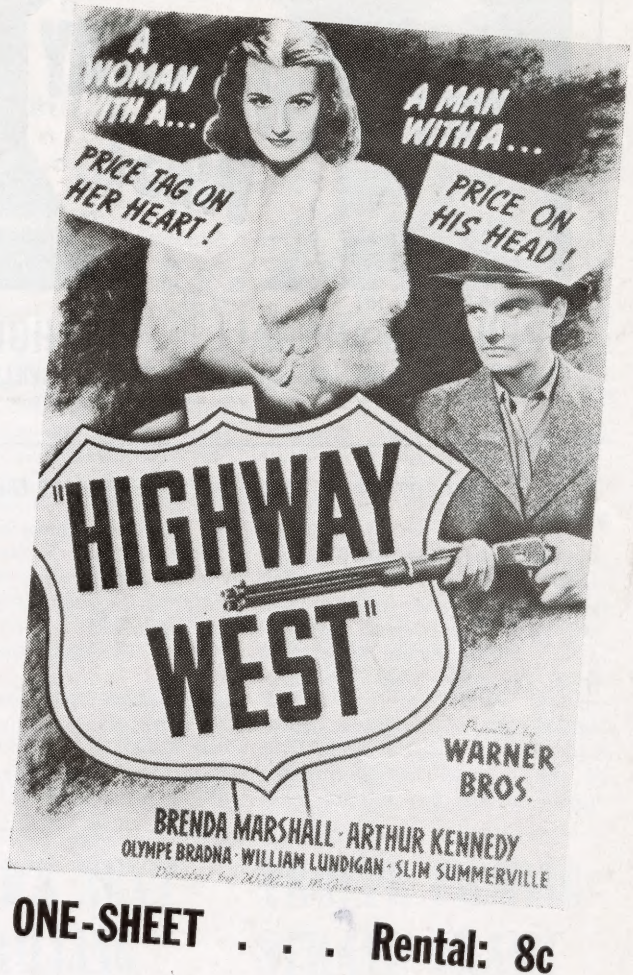
HIGHWAY WEST RACE FOR KIDS

Secure permission to rope off a section of about 100 yards in front of your theatre and contact all kids, who've made a soap box auto, to enter a race known as the Highway West Derby. Plenty of newsbreaks and photos should result if handled like the ever popular soap box derbies.

POSTERS & ACCESSORIES

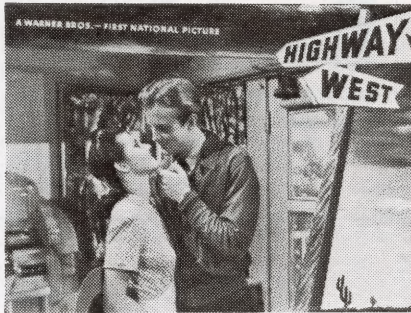


6-Sheet
Illustrated
on
Front Page
Rental—48c



THREE-SHEET . . . Rental: 24c

2 COLORED 22 x 28's
Rental: 20c each



8
COLORED 11 x 14's
Rental for Set:
35c



REGULAR
WINDOW CARD



PRICES:
1 to 49 7c each
50 to 99 6c each
100 and over 5½c each

Special Quantity Prices

SIX-SHEETS		
25 to 49	80c each	
50 to 99	70c each	
100 and over	60c each	
THREE-SHEETS		
50 to 99	32c each	
100 and over	28c each	
ONE-SHEETS		
50 to 99	11c each	
100 and over	9c each	



SLIDE Price: 15c



INSERT CARD
Rental: 12c

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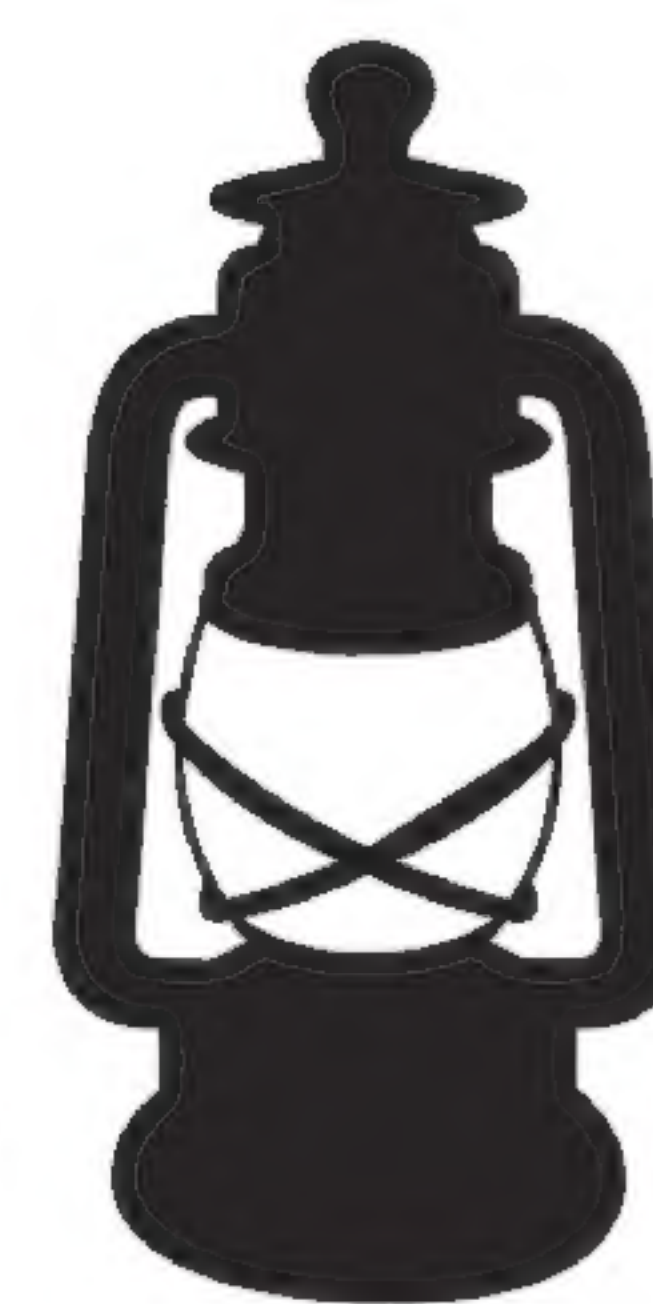


Wisconsin Center
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<http://wcftr.commarts.wisc.edu>

**MEDIA
HISTORY**

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